

## **Metcalfe's Market, Studio H2G, and Mehmert Store Services win *Best Remodel in Progressive Grocer's 2014 Store Design Contest***

Studio H2G, teamed up with Mehmert Store Services who handled architecture and construction, were honored in industry magazine *Progressive Grocer's* August 2014 issue, receiving the 2014 Store Design Contest *Best Remodel Extreme Makeover (\$3 million to \$6 million) of a food store* award for Metcalfe's Market, West Towne in Madison, Wisconsin.

Progressive Grocer found that Studio H2G, along with Metcalfe's Market owners Tim and Kevin Metcalfe, took the Metcalfe brand in a completely new direction. They transformed this once big-box foods store into a uniquely contemporary market experience. The remodel and transformation turned the space into an award winning design that captures the vision of the Metcalfe's brand while doing something completely fresh.

Studio H2G designed an open kitchen to capture a farmers'-market feel throughout the store, giving the community a food store to be proud of. The full-service food bar offers fresh prepared foods, seafood, and meat, establishing itself as the focal point and center of the store. Artisanal bread can be found adjacent to the prepared foods, baked daily.

While prepared foods, deli, and baking are the center point, the other encircling departments all deserve a spotlight of their own. A spacious café provides a bold and modern lounging area for customers to enjoy a cup of fresh roasted coffee and baked goods. The cheese bar offers local artisanal cheeses for all palates. Nearby, a rich selection of wine, beer, and liquor keeps the customer prepared for any social event.

Vibrant greens, warm natural wood wall finishes, and strong graphics were key to tying all the departments together and breathing new life into a preexisting market. Inviting and energetic shopping gives customers an experience seldom had at a supermarket.

Metcalfe's is a fourth-generation, family owned and operated neighborhood market. Their markets are known for an abundance of local and premium quality foods. They have been family owned and operated since 1917.

As retail designers, Studio H2G's solutions are driven by consumer behavior, brand positioning and socio-economic trends at the local and international levels. Be it a kiosk or an urban redevelopment, the process we employ is the same; we put our headstogether, *including* yours.